

NARRATIVE FOR SPECIAL USE PERMIT APPLICATION

Kenneth Dale Moore
5922 George Washington Memorial Hwy.

The applicant, Kenneth Dale Moore, owns the successful Stor-Moore self-storage facility located at 6000 George Washington Memorial Highway in York County. Stor-Moore recently expanded at a satellite location on Wolftap Road. Both the existing Stor-Moore facility and the satellite location are at capacity, and Mr. Moore needs to expand again in order to fill the strong market demand for this service.

When the original Stor-Moore facility was approved by the Board of Supervisors in 1996, the project was designed to create an outparcel which utilized most of the existing frontage on Route 17. Working with Mid-Atlantic Commercial, Mr. Moore has been trying for the past 7 years to market this site to another user. The applicant has not received a single offer on this property due to several factors, including:

- The property is not located at either an intersection or a median break.
- The property has proven to be too shallow to attract most users, other than another unanchored strip center.
- Most retail and restaurant users are focusing their search close to the intersection of Route 17 and Victory Blvd. to be near the new WalMart.
- Restaurant users demand a higher traffic count than is presently found in this section of Route 17.
- There is a significant imbalance between the over-supply of available commercial property on Route 17 and the demand from new users.

Recent years have witnessed the closing of a number of retail establishments in the Route 17 corridor, due in no small part to the desire of most restaurants and retailers to be located closer to Victory Blvd. For example, the intersection of Route 17 and Lakeside Drive has witnessed a large number of business closures. These business closures and the visual condition of Route 17 have caused so much concern in the community that the Board of Supervisors sanctioned a "Route 17 Corridor Revitalization" study to address much needed visual improvements.

The Route 17 Corridor study contains a number of recommendations for action. Included is the creation of grant and loan programs to encourage existing businesses to improve and landscape their properties.

The existing Stor-Moore facility represents one of the most attractively-landscaped projects in the entire corridor. The applicant proposes to further improve the appearance of this property through the following methods:

- Construction of an approximately 4 foot high earthen berm along the Route 17 frontage. This berm would be landscaped in a manner similar to that found in front of the Canon facility located on Canon Blvd. in the City of Newport News. The applicant will landscape this berm with crepe myrtles, azaleas and other plantings to create a continuous landscape treatment that will screen this project from the view of the highway.
- The applicant will also make exterior siding modifications to the existing two-story office building on the original Stor-Moore site. The appearance of this structure has been the subject of some debate, and the applicant proposes to replace the exterior metal treatment on the sides of the building to a material that will soften the structure's appearance.

Mr. Moore proposes to construct these improvements as part of this expansion if the project is approved. This would be done at no cost to the County, thereby improving one more property on Route 17 with no governmental subsidy.

While the applicant realizes that the Commission has concerns with the ultimate "highest and best use" of the property, it is the applicant's belief that the County should encourage those businesses that have proven to be successful and that have made a commitment to landscaping and beautification of the County. Stor-Moore is such a business, and approval of this Special Use Permit will facilitate further landscaping enhancements in furtherance of the objectives of the Route 17 corridor study.